Attorney Docket No.: 16113-0632001

UNOFFICIAL COMMUNICATION FACSIMILE:

EXAMINER KHANH H. LE

ART UNIT: 3688

OFFICIAL FAX NO: (571) 273-6721

Number of pages including this page   2

Applicant	: Koningstein	Art Unit	: 3688
Serial No.	: 10/748,682	Examiner	: Khanh H. Le
Filed	: December 31, 2003		

Title   : System and Method for Delivering Internet Advertisements that Change Between Textual and Graphical Ads on Demand by a User "Morphing Ads"

Dear Examiner Le:

A proposed amendment based on our conversation is attached. Please let me know if you have any questions. My phone number is (650) 839-5165.

Respectfully submitted,

Date: June 15, 2011

/Michael P. Shepherd/
Michael P. Shepherd
Reg. No. 64,231

Fish & Richardson P.C.
500 Arguello Street, Suite 500
Redwood City, California 94063
Telephone: (650) 839-5070
Fax: (650) 839-5071

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Koningstein   Art Unit : 3688
Serial No. : 10/748,682   Examiner : Khanh H. Le
Filed   : December 31, 2003   Conf. No. : 1976

Title   : SYSTEM AND METHOD FOR DELIVERING INTERNET
             ADVERTISEMENTS THAT CHANGE BETWEEN TEXTUAL AND
             GRAPHICAL ADS ON DEMAND BY A USER "MORPHING ADS"

1.   (Proposed) A computer-implemented method comprising:

generating, at a server, an expandable advertisement comprising:

a compact display format including an associated expansion icon and a link to a landing page,

an expanded display format comprising the link to the landing page, a content portion, one or more content items, and one or more menu options associated with one or more respective content items, where each menu option, in response to a user selection, displays the one or more associated content items in the content portion, and

a control element that, when selected, causes the expandable advertisement to ~~code that enables a client device to~~ transition between the expanded display format and the compact display format without further request from the server ~~upon a user request~~;

receiving a request for one or more advertisements related to a subject matter of interest ~~to be presented with content associated with a publisher~~; and

delivering ~~in a single transmission~~, from the server to a client device, the expandable advertisement in response to the request for one or more advertisements ~~expanded display format in response to the request to be presented with the content associated with the publisher~~,

wherein the generating, receiving, and delivering are performed by one or more computers.